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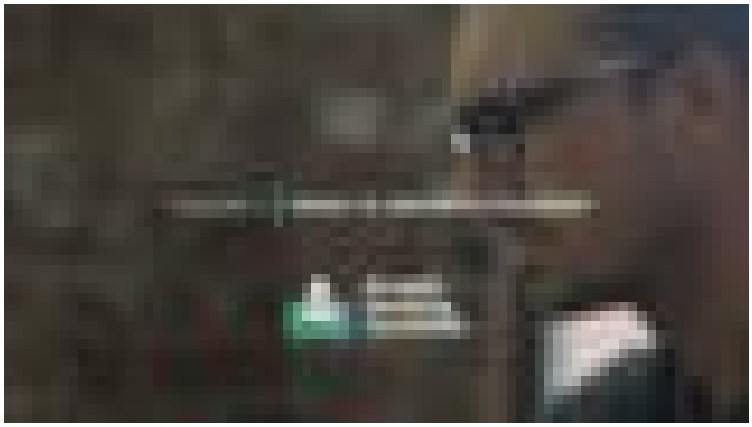
WHAT IS GROWTH HACKING?

Topic Progress:



"A startup is a company designed to grow fast." - Paul Graham

Every entrepreneur wants to grow their business quickly. But what exactly is "growth hacking"? While a traditional marketer or business owner might be worried about all kinds of different things like logo design, how good the homepage looks, managing outside vendors, etc. – **a growth hacker only cares about those things if they lead to growth.** And by "growth," I mean more users, more customers, or more revenue.

"A growth hacker is a person whose North Star is growth." - Sean Ellis

Here's my personal definition of growth hacking, based on my experience growing 8 different businesses of my own to millions in revenue, and 1,860 clients' businesses (as of this writing):

"Growth hacking is when you combine marketing, psychology and technology to achieve business growth." - Bronson Taylor

If you do it right, and follow the tactics that I'm going to show you in this course, the results you achieve should end up looking more like an exponential, "hockey stick" graph, rather than a straight line. Which is pretty damn exciting.

EXERCISE: YOUR GROWTH PROJECTION

Let's look into the future of your business. What would happen to your revenue if you actually focused on growth, and made it your top priority?

Let's assume the guidance of Y Combinator co-founder Paul Graham that **a good growth rate for a startup is 5-7% per week.**

- Write down your current **MRR** (Monthly Recurring Revenue): $ _____

(If you don't know this exact number, then you can put in a ballpark figure.)

- Visit the **Startup Growth Calculator** and type that number into "Current MRR".
- Select your desired "Growth Rate" (e.g. 5% weekly).
- Select your "Projection Time" (e.g. 12 months).

Record your results based on what appears at the top of the page:

In _____ years, your projected yearly revenue will be $ _____ and your projected monthly revenue will be $ _____.

That's a lot of growth!

Course Navigation

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- **What is Growth Hacking?**
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- Common Myths & Truths About Growth Hacking
- The Growth Hacking Funnel
- Growth Hacking Tactics: Breaking Down the Funnel

MODULE 2: Pull Tactics for Getting Visitors

MODULE 3: Push & Product Tactics for Getting Visitors

MODULE 4: How to Activate Members & Retain Users

MODULE 5: Ideas To Grow On

MODULE 6 : Get Your Certificate!

Return to Growth Hacking Playbook

RESOURCES & LINKS

- *"Find a Growth Hacker for Your Startup"* (original article by Sean Ellis)
- *"The Definitive Guide to Growth Hacking"* (my eBook with Neil Patel)
- *"Startup = Growth"* (article by Paul Graham)
- *Startup Growth Calculator #1* (by Kommunicate)
- *Startup Growth Calculator #2* (by Trevor Blackwell)

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